

TIME: 9:59

DATE: 3/22/54

SPONSOR: MRS. WIGGINS CANDY STORE

SOLICITOR: SS

ONLY 2 DAYS TILL WE ALL MAKE THE DASH FOR RAILROAD STATIONS, CABS OR THE AIRPORT. ARE YOU GOING HOME? YOUR PARENTS WILL WELCOME YOU WITH OPEN ARMS. PROVE THAT THE FEELING IS MUTUAL. GREET THEM WITH A WONDERFUL BOX OF MRS. WIGGIN'S CANDIES. PERHAPS THE EASTER BONNET ASSORTMENT WILL CATCH YOUR FANCY. IT'S A VACATION SPECIAL-- LAYERS OF DARK AND MILK CHOCOLATES AND PRICED AT ONLY \$2.75. ARE YOUR FOLKS SENTIMENTAL ABOUT THE GOOD OLD DAYS? THEN THE SWEETS OF LONG AGO BOX IS THE RIGHT ONE. ITS LARGE ASSORTMENT OF STICKS, BAKED BEANS, ROCK CANDY, EMPERIALS, AND OTHER SWEETS WILL BRING BACK THE DAY OF THE P PENNY CANDY. THIS DELICIOUS BOX IS PRICED AT ONLY \$1.25. WHETHER IT'S A HOSTESS GIFT PROBLEM THAT IS STILL UNSETTLED, A BIRTHDAY PRESENT STILL UNBOUGHT, OR ANY OTHER OF A THOUSAND REASONS, REMEMBER THE BEST IN SWEETS FOR ALL OCCASSIONS IS WAITING FOR YOU AT MRS. WIGGIN'S CANDY STORE, ON KING STREET--ACROSS THE STREET FROM THE HOTEL NORTHAMPTON.

THE CORRECT TIME IS NOW 10:00 YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, W.C.S.R. IN NORTHAMPTON.

ANNOUNCER SIGN.

3/22/54

TIME: 9.29
DATE: 2/22/54

SPONSOR: MRS. WIGGINS CANDY STORE

SOLICITOR: 88

ONLY 2 DAYS WILL WE ALL MAKE THE DASH FOR RAILROAD STATIONS, CARS

OR THE AIRPORT. ARE YOU GOING HOME? YOUR PARENTS WILL WELCOME YOU

WITH OPEN ARMS. PROVE THAT THE FEELING IS MUTUAL. GREET THEM

WITH A WONDERFUL BOX OF MRS. WIGGINS' CANDIES. PERHAPS THE EASTER

BONNET ASSORTMENT WILL CATCH YOUR FANCY. IT'S A VACATION SPECIAL

LAYERS OF DARK AND MILK CHOCOLATES AND PRICED AT ONLY \$2.75. ARE

YOUR POLKA BENTMENTAL ABOUT THE GOOD OLD DAYS? THEN THE SWEETS OF LONG

AGO BOX IS THE RIGHT ONE. ITS LARGE ASSORTMENT OF STICKS, BAKED BEANS,

BOOK CANDY, EMERALS, AND OTHER SWEETS WILL BRING BACK THE DAY OF THE

PENNY CANDY. THIS DELICIOUS BOX IS PRICED AT ONLY \$1.25. WHETHER IT'S

A HOSTESS GIFT PROBLEM THAT IS STILL UNSETTLED, A BIRTHDAY PRESENT

STILL UNBOUGHT, OR ANY OTHER OF A THOUSAND REASONS, REMEMBER THE BEST

IN SWEETS FOR ALL OCCASIONS IS WAITING FOR YOU AT MRS. WIGGINS'

CANDY STORE, ON KING STREET--ACROSS THE STREET FROM THE HOTEL NORTHAMPTON.

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